



plugs·n·pixels

IMAGE CREATION, MANIPULATION & EDUCATION



Learn Strata 3D CX with Chris Tyler



Taking your images
to the next
dimension: 3=0

In this issue of Plugs 'N Pixels we take a look at the latest in 3D applications, as well as recent releases in the 2D post-processing arena. Strata 3D expert Chris Tyler offers training on the pro level, while fine-art photographer and master marketer Alain Briot contributes an article to help you sell your work.

Once again we display the work of our Featured Artists. Please send an email and tell me what you've been up to creatively!

ISSUE #11

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*Cover image created with Carrara 6
(background composite) and Quidam (manga girl).
This page created with Terragen 2, Knoll Light
Factory and onOne Photo Tools Pro (top half);
Carrara 6 (bottom half).*

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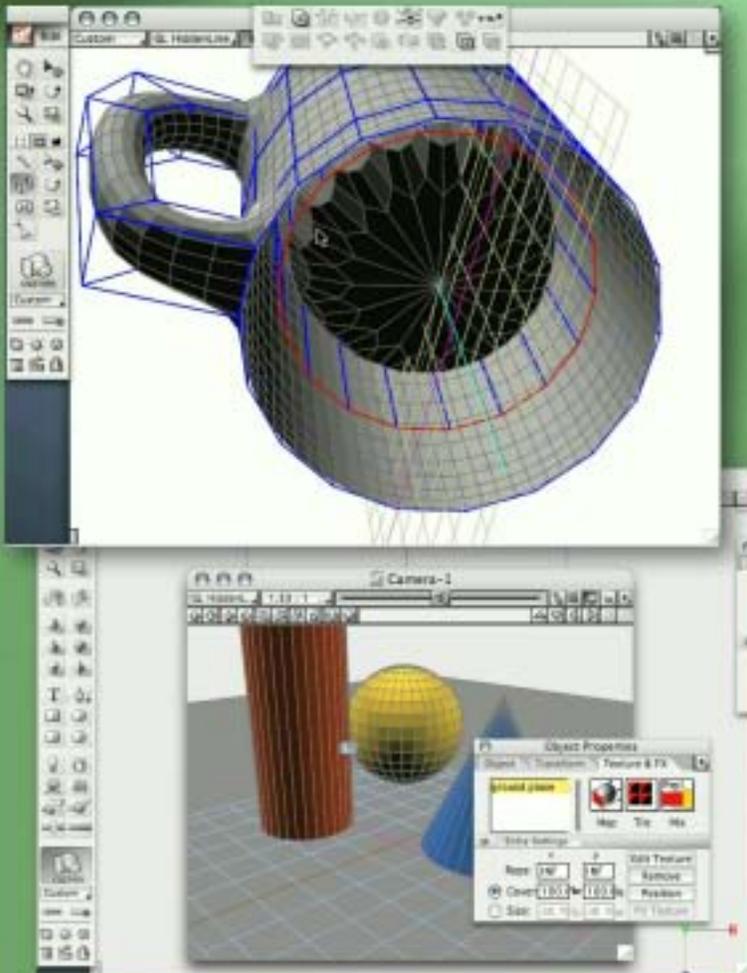
The Art and Science of Strata 3D CX

Training by Chris Tyler

www.plugsandpixels.com/christyler.html



• See more of Chris' work with Strata 3D on page 16 •



Strata 3D CX 5.5 is a cross-platform 3D imaging application that offers tight integration with Adobe Photoshop CS3 Extended.

This page features the work of Strata 3D expert Chris Tyler, one of this issue's Featured Artists. Chris offers both PDF and video-based training in the features and techniques of working with Strata. "The Art and Science of Strata 3D CX" contains a 275-page printable PDF offering in-depth information about modeling, texturing and rendering. 300 megs of video tutorials are also included (see example screenshots at left).



www.plugsandpixels.com/strata3dcx.html

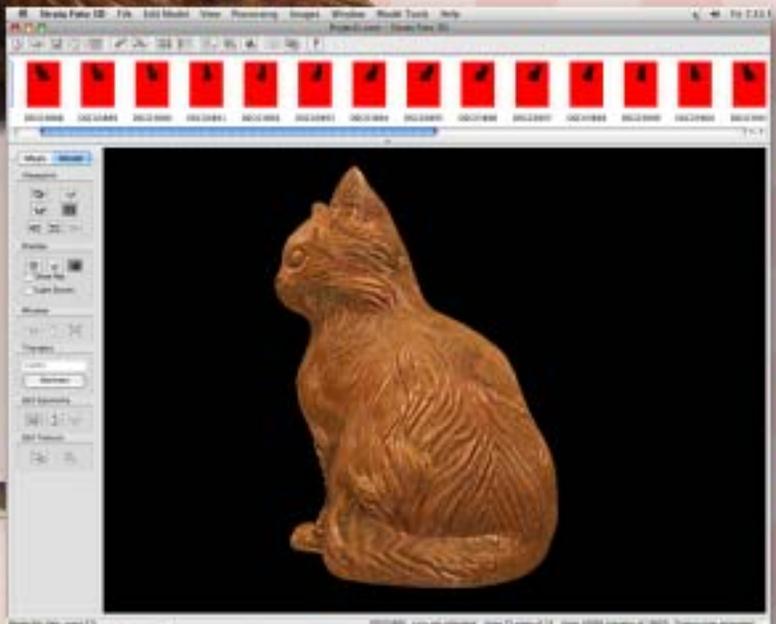
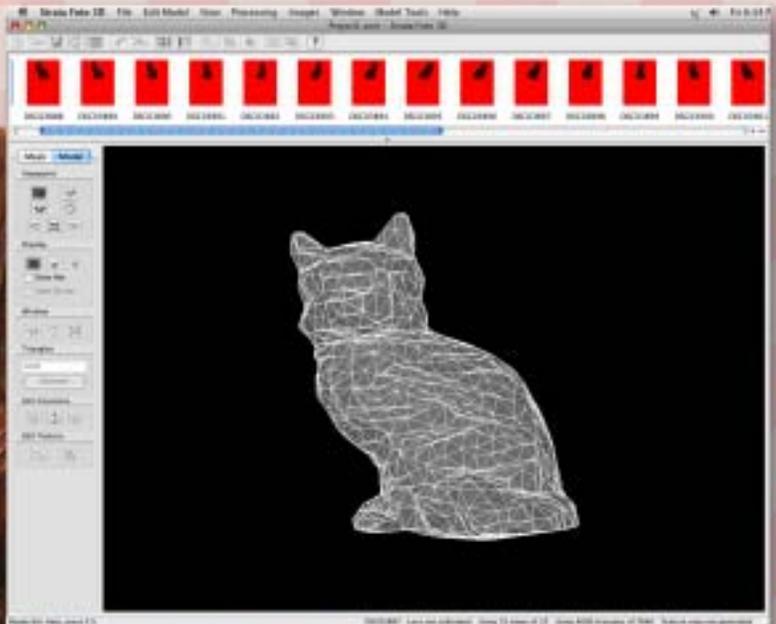


Another element of the Strata 3D CX suite is Strata Foto 3D, which enables you to turn a series of still images of a real 3D object into a 3D layer within Photoshop CS3 Extended! You start by constructing a simple turntable and object stand using the provided template. After taking a set of still images from various angles, Foto 3D mattes and reassembles them into a 3d model.

After creating the model, it can either be sent to its own layer in Photoshop or exported for use in Strata 3D CX or any other rendering software package.

The background image shows my original cat sculpture on the turntable, ready to be photographed. The screenshots below show the wireframe as created by Foto 3D and the textured results (Foto 3D derives its texturing information from your original photos, as seen at far left).

Foto 3D is perfect for situations where you need to display interactive products on the web or in PDF format.





The Next Dimension in 3D Art



DAZ 3D
CREATION • CONTENT • COMMUNITY

Carrara 6 from DAZ•3D offers an incredible value in a 3D application! You can approach your work from a number of different directions.

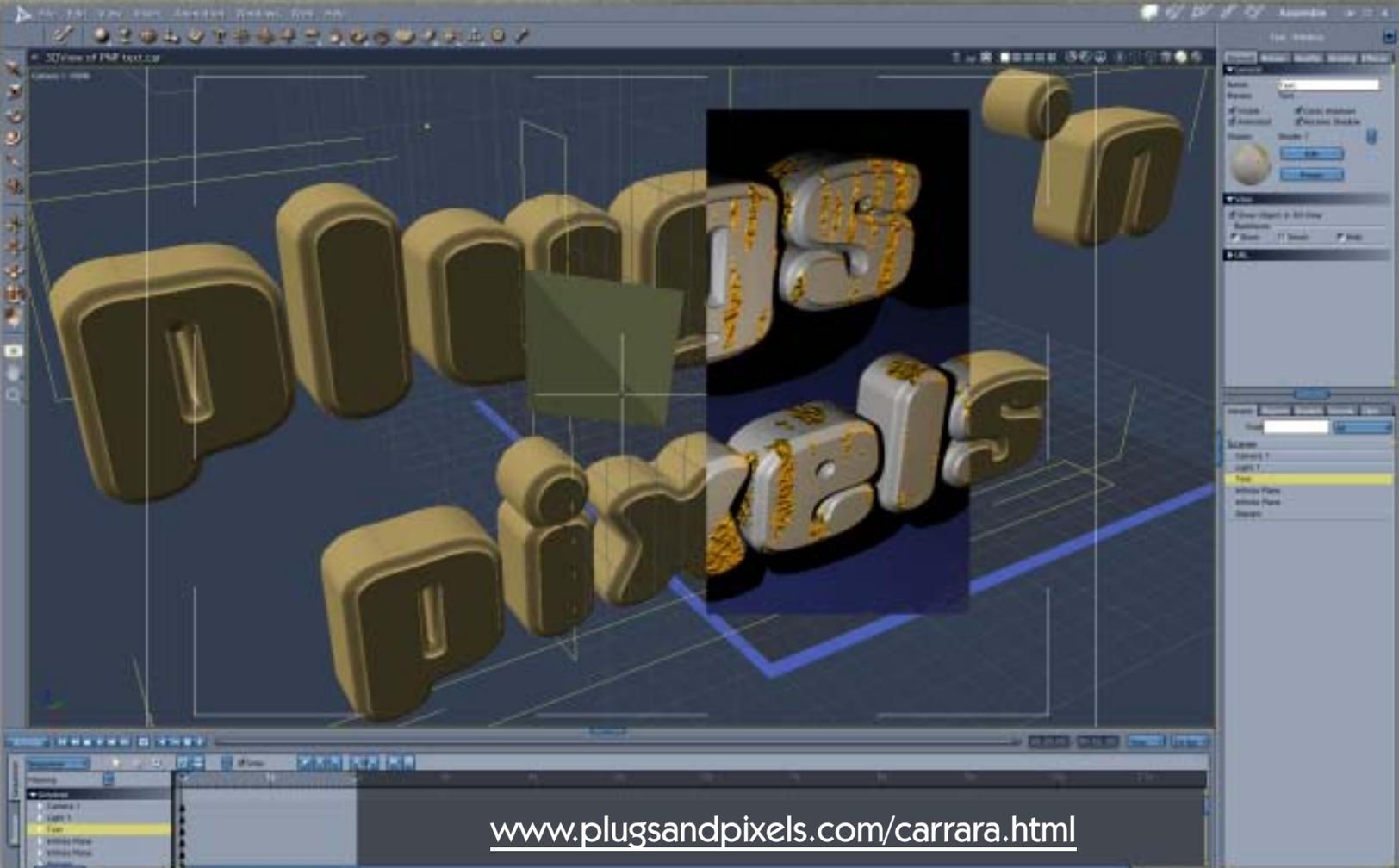
For instance, I have had more experience creating terrains than doing other 3D work. Carrara accommodates that approach just fine (top of page), offering preset terrains and atmospheres to get you started.

For this issue I decided to try my hand at 3D modeling, so I started with a logo preset and took off from there, adjusting lighting, camera angle and texture. The final version can be seen on page 2.

Those of you more experienced can use Carrara for building objects from scratch and move on to animations.

New and improved rendering options are now available, including Soft Shadows, Blurred Reflections, Blurred Transmission, True Ambient Lighting, Caustics, Global Illumination, Ambient Occlusion, HDRI, Motion Blur, Subsurface Scattering, Shadow Catching, Transparency with Absorption, Depth of Field and more.

Carrara is often offered at discounted prices.



Quidam 2.0



[www.plugsandpixels.com/
quidam.html](http://www.plugsandpixels.com/quidam.html)

If you've never dabbled in 3D character modeling before, you can get started very quickly with N-Sided's Quidam 2. Quidam ships with a nice selection of pre-built models which you can pose, position, dress, light and render.

Character poses can be achieved using presets, or you can fully control each part of the anatomically correct models (including their facial expressions).

Quidam 2 introduces 3D painting, where you add colors, textures, transparency, bump or normal maps as if you were painting on a canvas.

When your character is done, you can export it (ready to animate and at the resolution of your choice) into any of several 3D applications.

Additional model packs can be purchased, such as Boy, Girl, Woman and combinations of the same in series.



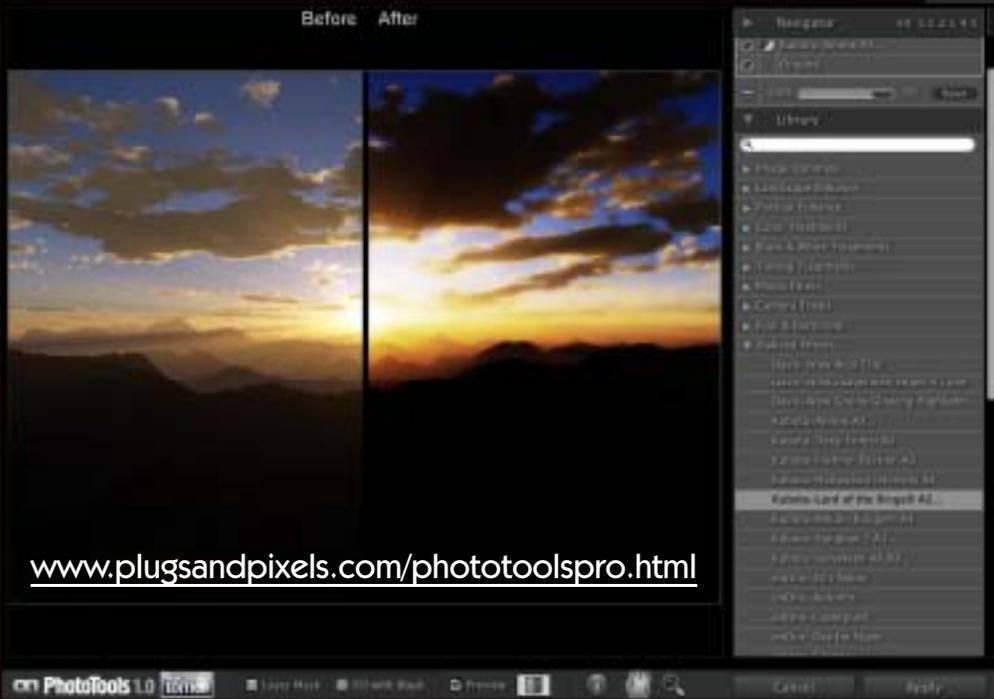
PhotoTools

- ▶ Image Optimize
- ▶ Landscape Enhance
- ▶ Portrait Enhance
- ▶ Color Treatments
- ▶ Black & White Treatments
- ▶ Tinting Treatments
- ▶ Photo Filters
- ▶ Camera Tricks
- ▶ Film & Darkroom
- ▼ Stylized Effects
 - Davis-Wow Acid Trip
 - Davis-Wow Exaggerated Edges n Tone
 - Davis-Wow Grainy Glowing Highlights
 - Kubota-Anime A3...
 - Kubota-Deep Forest A3
 - Kubota-Fashion Passion A3
 - Kubota-Hollywood Intensity A1
 - Kubota-Lord of the Rings® A2...
 - Kubota-Moulin Rouge® A3
 - Kubota-Sunglow 2 A1...
 - Kubota-Velvereen 48 A3...
 - onOne-30's Noire
 - onOne-Autumn
 - onOne-Cyberpunk
 - onOne-Day for Night
 - onOne-Firenza
 - onOne-Frumpy
 - onOne-Golden Hour Enhancer
 - onOne-Havana
 - onOne-Hi-Key B&W...
 - onOne-Hi-Key Color...
 - onOne-Night Vision
 - onOne-Omaha Beach
 - onOne-Spring
 - onOne-Summer
 - onOne-Tartan Party on

SAVE 20%!

onOne has created what might be described as Photoshop actions wrapped in a plug-in that acts like Photoshop itself. In other words, here is a wide variety of image enhancement and creative effects (250, in fact) created by onOne, Jack Davis and Kevin Kubota that can be applied to your images in separately controllable, stackable and blendable layers – just like Photoshop!

Aimed at professional portrait and wedding photographers as well as serious photography enthusiasts, the PhotoTool Pro plug-in is a perfect environment for experimenting until your image looks exactly like you envision. Once you've achieved The Look, you can apply it to multiple images via batch-processing with multiple output formats (file type, color space, name and watermarks).



www.plugsandpixels.com/phototoolspro.html

To learn more about Kevin Kubota's action sets, please see www.plugsandpixels.com/kubotaartistic3.html

NIK Software

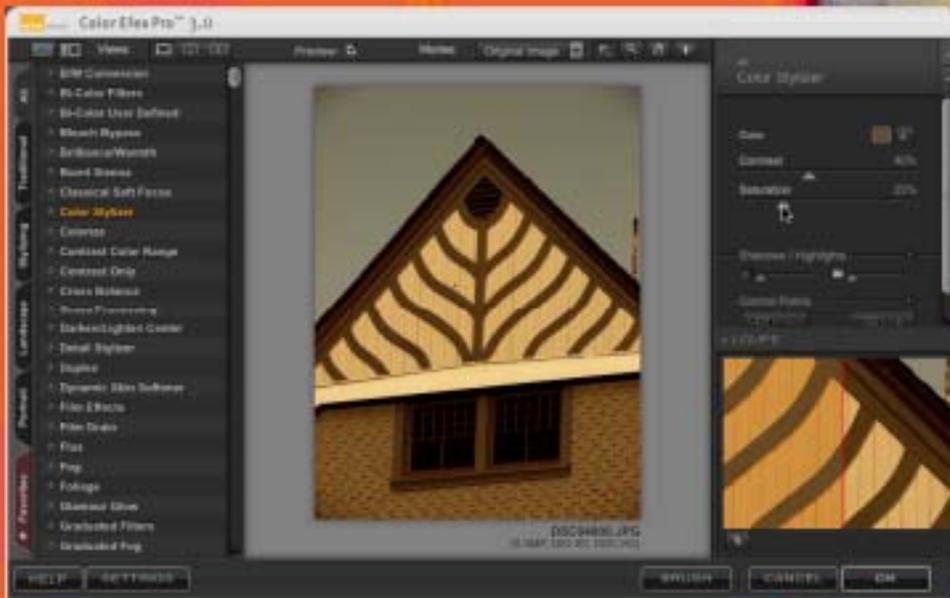
Color Efex Pro™ 3.0

The new nIK Color Efex Pro 3.0 is the most accessible version of these 250 traditional and stylizing filter effects to date. Gathered into one large redesigned interface, the effects are more easily accessible and fully adjustable. Do everything from simple corrections and retouching to wild reinterpretations of your images, including accessing over 30 conventional film emulation filter effects.

The inclusion of U Point technology allows you to more quickly apply enhancements (selectively add, modify and remove filter effects using convenient sliders).

Choose the effect genre and particular style from the left column area. A before-and-after effect preview box shows a comparison between your original and enhanced image.

www.plugsandpixels.com/colorefexpro.html



Original



Original

GMX Photopainter

FROM
ENRIQUE NIELOUD

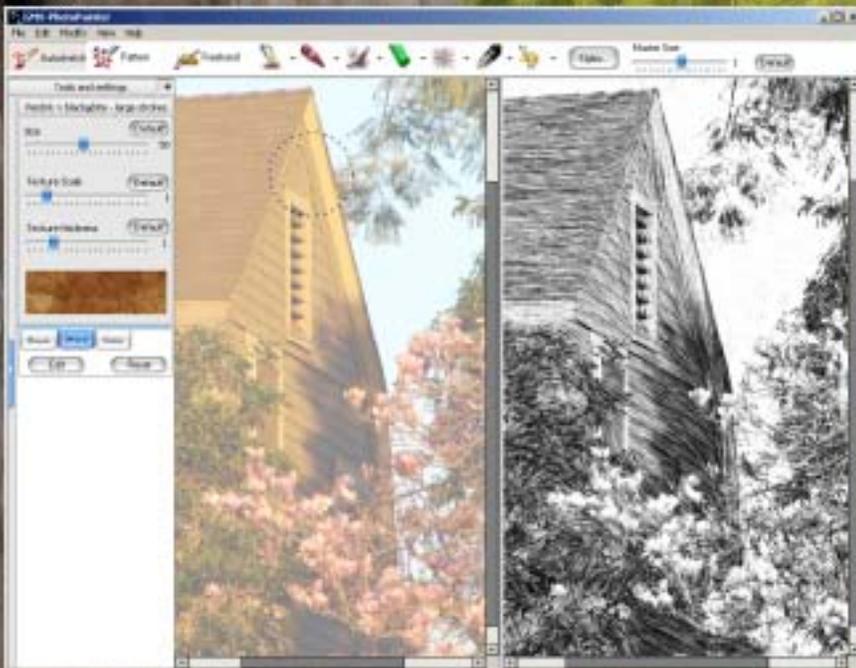


Gertrudis graphics

Fans of Gertrudis will be happy to know a new version of the application is now available, called GMX - PhotoPainter.

Everything you loved about Gertrudis and its wonderful way of easily creating stylized artwork from your photos is still there, especially the Autosketch tool for the artistically challenged.

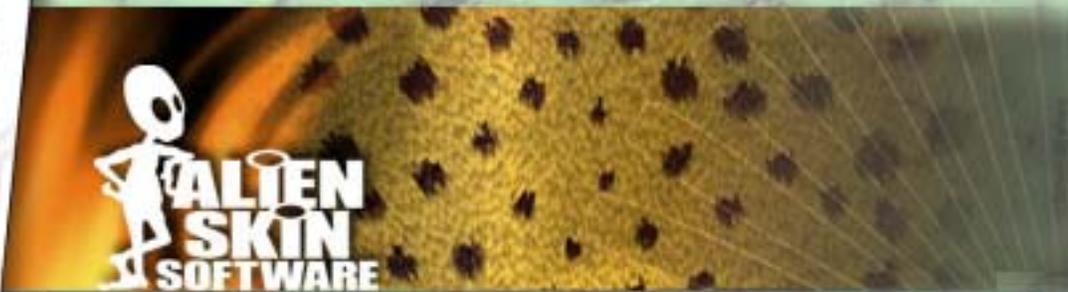
New to GMX is a custom brush option (make brushes from your own bitmaps); a new style manager for Bristle Brushes and Pen and Ink Brushes; textures inside brushes; a redesigned interface; more compact project files; Gradient Brushes to soften brushstrokes; a redesigned internal architecture and XML formatted file formats that allow inspection.



[www.plugsandpixels.com/
gmxphotopainter.html](http://www.plugsandpixels.com/gmxphotopainter.html)

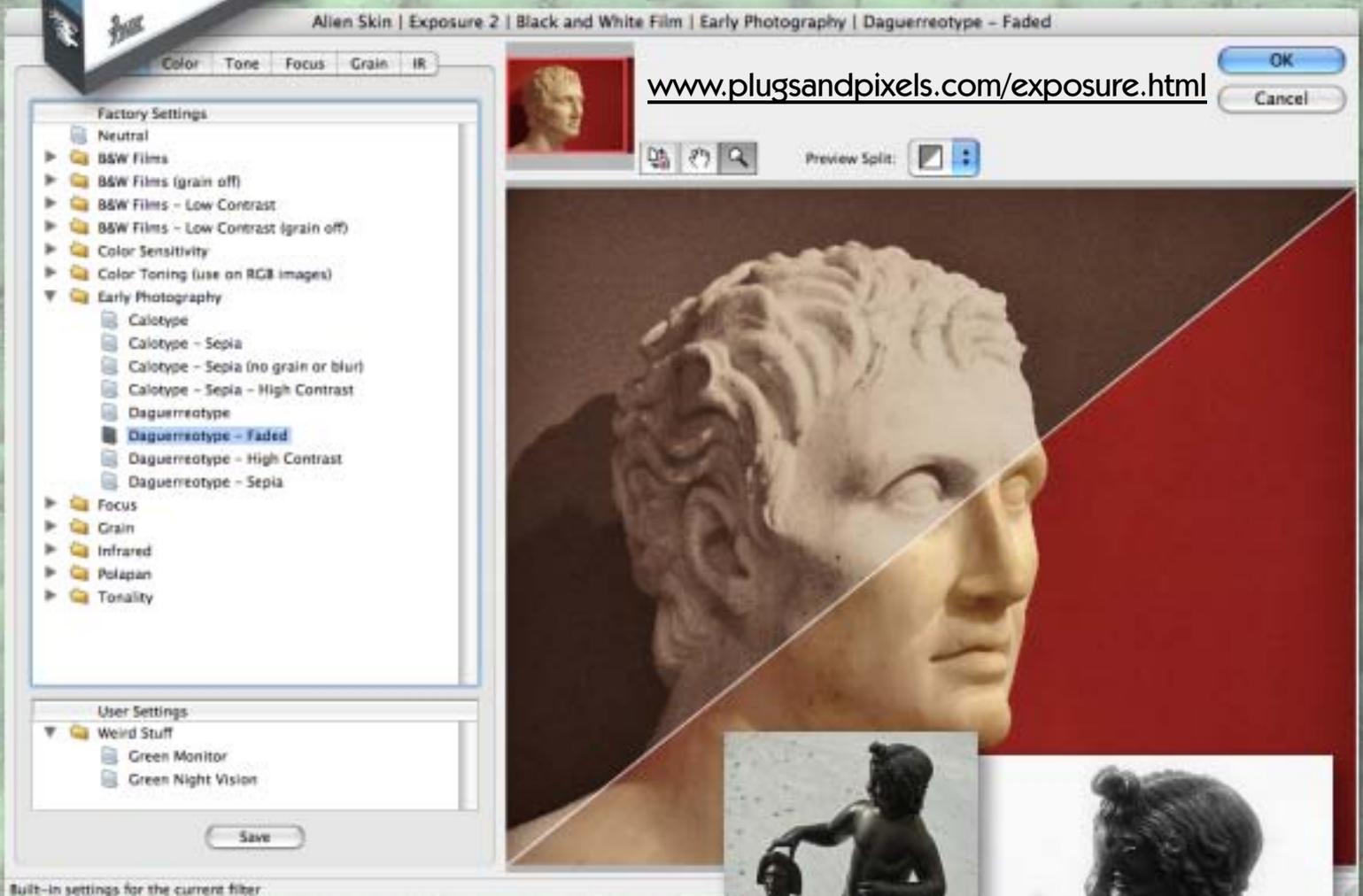


Original



As much as we photographers love digital, sometimes we miss the look and feel of good old film stock. Alien Skin has fulfilled our wishes with Exposure 2, giving us the true grit of film without the accompanying storage, exposure, development and filing hassles.

Start with your image and begin experimenting with the various film types Exposure has to offer within its list of 300 presets. Choose from currently popular and still-available film or explore unique emulsions long extinct. It's true when Alien Skin says Exposure 2 is the closest thing to film since film.



Besides faithfully emulating film stocks, Exposure can be used as a film-style special effects creator. For instance, you can simulate cross-processing without a film processor, enter the infrared spectrum or perform color to monochrome conversions.

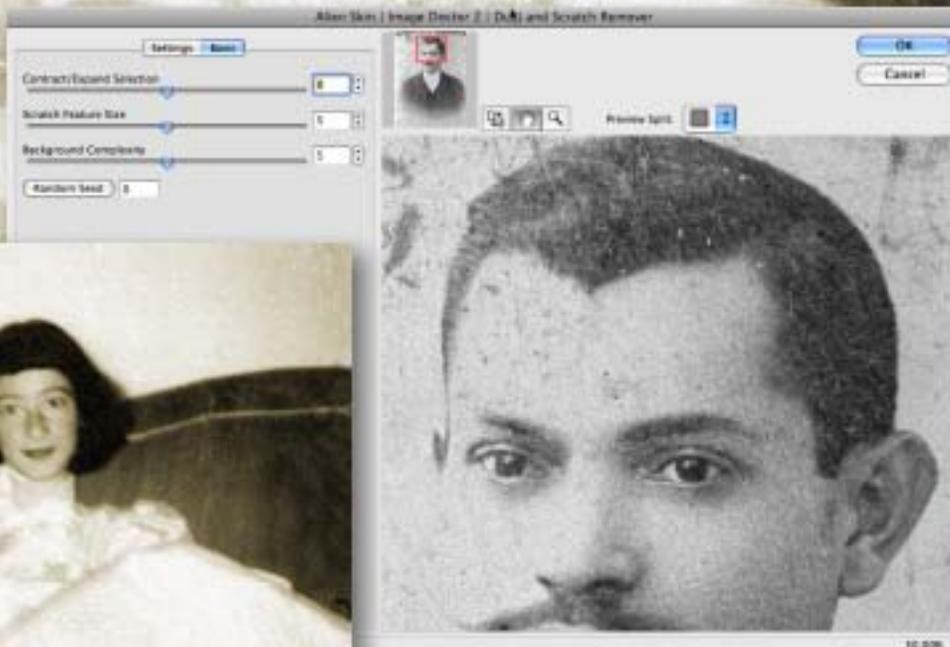
Digital lacks the grain of film, but Exposure gives the joy of natural film texture back to you. Finally, Exposure is great for standard image enhancements such as color correction or tonal adjustment.





Alien Skin has updated Image Doctor to version 2 and made it compatible with the latest operating systems.

Features that are ideally suited for repairing and improving your images include Dust & Scratch Remover to repair scratches and tears, Blemish Concealer to remove moles, tatoos, and other markings, Skin Softener to smooth rough and oily skin, Smart Fill to erase any trace of larger unwanted objects and JPEG Repair to hide the effects of image over-compression and repurpose such images for publication.



The Alien Skin filter interface is consistent across their product line.

Here is the Image Doctor-repaired version of this old family photo.

www.plugsandpixels.com/imagedoctor.html



topaz adjust

SAVE \$70!

When you
purchase the
Topaz suite

www.plugsandpixels.com/adjust.html

Instant HDR with
a single frame!



Reveal hidden
details in the
shadows while
bringing highlights
under control

Original



ADJUST DOES MORE THAN HDR!

While the results of this example are impressive enough, Topaz Adjust does much more than revealing highlight and shadow detail in extremely contrasty images. Starting with any of the 18 presets, you can do anything from simple exposure adjustment to controlling detail, color and noise, achieving corrective and artistic effects once reserved for plug-ins costing several times more.



Imagenomic Portraiture

Where smooth
skin becomes
an art form.

SAVE 10%!

Imagenomic Portraiture is known for its skin-smoothing capabilities. The user can control detail smoothing, skin tones masking and various tonal, softness and sharpening enhancements. But crank some settings to the max and you enter another place altogether – glamour art. In this example, Portraiture replaces the function of certain dedicated actions.



the importance of marketing your work · by alain briot

I make a living selling fine art photographs. I started selling my work full time in 1997. Since then, in just ten years, I made millions of dollars through the sales of photographic prints. I do not sell stock images and do not submit images to magazines for a living. On occasion, when asked, I will sell an image for stock use or for publication. However, I do not actively market my work to the publication market.

Marketing your work is the key to selling it. Without marketing your work will simply not sell regularly. If this seems like a harsh statement, let me say that it is not. It is only a realistic statement based on years of experience.

If you do not market your work one thing will happen: Nothing. When I started selling my images I thought that having beautiful, high-quality work was the secret to selling it. I thought that the beauty and the quality of my work would speak for themselves and, in turn, would guarantee sales. My efforts were therefore focused on constantly improving the quality of my work by acquiring better cameras, better equipment and learning how to create better photographs.

The way I “marketed” my work, if you can call it that, was by displaying it in galleries. In effect, I relied on galleries to market my work. Fact is, they marketed their galleries by promoting the name of their gallery, and when doing so included all the artists they represented. They did not market my work in particular.

Certainly, I was included, but so were all the other artists represented by each gallery. At the end of the day the name of the gallery stood out. The name of each individual artist was lost in the shuffle, so to speak. This did not work very well. While I did make a few sales I did not make enough to generate a regular or a significant income. My sales were low and irregular. I could not rely on this income to make a living from photography.

Since I believed that the beauty and the quality of my work was what was making people buy it, when I saw that my work did not sell well I concluded that my work was not good enough and that I had to learn how to make it better. I spent a lot of time and money doing so. Unfortunately, while the quality of my work did improve, my sales did not go up in any significant way. Sales did not go up because I was wrong in my assessment of why my work wasn't selling. I thought it wasn't selling because it wasn't good enough. Fact was, my work wasn't selling because it wasn't marketed properly. What I needed to do to sell more was improve my marketing, not improve the quality of my work.

Since I had no idea how to market my work I decided to place ads in magazines. I chose magazines that had a national distribution to maximize my chances. These ads were very costly because I was advertising in large circulation magazines. I also did not know how to design an effective ad and could not afford the added cost of hiring a professional ad designer. So my ads were not very effective and I made beginner's mistakes that today jump at me like sensor dust on a cloudless sky. My ads generated only marginal results. At the end of the day I was I barely covered my costs. Forget about making a profit. Understandably, I did not repeat the experience.

A bad photograph well marketed will always outsell a good photograph poorly marketed. Why is that? That is because most people have a very difficult time deciding what is good art and what is bad art. Of course there are exceptions, but they are relatively rare. People rely on information made available to them to make a decision in regards to the artwork presented to them. In other words, they need to know more about the work in front of them. They need to know who the artist is. Without this information they will only rarely buy, and if they do they will mostly purchase low-price pieces.

How is this information provided to them? Essentially, by the artist and by those who represent the artist. If no one is representing you then you must provide your audience with this information yourself. You may say, “But I have had articles written about me, interviews, features, a web site, etc. etc. etc. Why can't they read these and learn about me that way?” They certainly will learn about your good self that way, provided that they find these interviews and articles. The problem is, how do you know that they will find these interviews and articles? And how do you know that the right people—those that are looking at your work right now—have found and read these articles? Fact is, you don't. And fact is, most likely, they won't.

This being the case it is your job, as an artist who is marketing his work, to provide them with copies of these articles if they exist, or with comparable materials that you have designed yourself if they do not exist. For example, one of the best marketing pieces you will ever have in your hands is your Artist Statement. The artist statement is a crucial piece of information about yourself which, if designed and used properly, and I mean exactly that, will help you generate more sales than you ever thought possible. •



By guest author ALAIN BRIOT of Beautiful-Landscape. Edited for publication in Plugs 'N Pixels. See the next page for info on Alain's Marketing seminar DVD.

**“If you do not market your work
one thing will happen:
Nothing.”**

marketing mastery workshop on dvd

It doesn't matter if your photos are technically excellent and aesthetically pleasing. If they are not properly marketed, no one is going to buy them. This is the message Alain Briot is hoping to share with you.

The new Marketing Mastery DVD covers Alain's 28 steps to success in the fine art market. It is like having Alain's enrollment-limited and sold out seminars at your fingertips at any time, and at a lower cost. You don't need to travel to the remote locations and you can study all the materials as many times as you want. Here's what's included:

200 tutorials comprised of 30 hours of mp3 audio, 110 PDFs and text files, a fine art print, access to DVD updates and other materials.

Introduction | Art & Business | Taking Matters In Your Own Hands | Marketing | Selling
Salesmanship | Starting Your Business | Being Unique | Running Your Business | Shows
Products & Best Sellers | Resource Materials | Conclusion | References | DVD Support



[http://www.beautiful-landscape.com/Learn Marketing DVD.html](http://www.beautiful-landscape.com/Learn_Marketing_DVD.html)

featured artist: chris tyler

Chris Tyler is known far and wide for his stunningly rich and realistic renderings, and is one of the star Instructors at the annual Red Rock Revival. The images he creates, using sophisticated lighting techniques, are classic examples of the work that a skilled artist can produce with Strata 3D CX. He has worked as a Senior Artist and Graphic Designer for Hales Allen, Apollo Advertising, Visual Ventures, and Adobe.

Creativity and innovation have always been the hallmarks of Chris' work, and over the years his client list has included Microsoft, Intel, WordPerfect, Upchurch Scientific, EFI Electronics and others.



Chris has prepared advanced training materials for Strata 3D CX users in the form of "The Art And Science Of Strata 3D CX", a set of video and PDF tutorials. See page 3 for more details.



Digital artist Laura Haskell of Boulder, CO creates her characters using Poser, Photoshop CS3, ZBrush 2 and Deep Paint 3D. The photorealistic skin texture comes from stock photographs of live models, while her characters' heads are shaped in ZBrush. Poser is used for finishing morphs, where the skin is also added. Skin seams are touched up in Deep Paint 3D. Photoshop brushes are used for details such as eyes and makeup.

featured artist: laura haskell

http://www.renderosity.com/mod/gallery/browse.php?user_id=1496660



featured artist: sam gray www.samgrayportraits.com

Sam Gray's talents as an accomplished artist have spanned four decades. He began his training in the late 60's as a portrait photographer. He has received over six hundred awards, both nationally and internationally. Having an insatiable appetite for learning various artistic techniques has kept him actively growing in this area. However, he enjoys working with mixed media best.

Sam has been sought out by clients from Europe, Asia, and the Americas. He is frequently commissioned to create portraits for both private and public collections. Much of his artistic training has been done on various locations in the States as well as Europe.

While traveling Sam has managed to collect literally thousands of scenic landscapes. Many of his favorites have already been painted and are available for purchase. Customized art pieces can also be commissioned from his immense art collection as well.



Sam's innovative photography, his unique sense of his subject and his mastery of skill have established him as an internationally recognized Master Portrait Photographer.

His portraits range in subject from the accomplished executive to the newborn child, and in spirit from light-hearted and colorful to somber and still. With great care and sensitivity, he draws the person within onto film, patiently looking for the right elements.

In 2007, Professional Photographers of America awarded Master Photographer Sam Gray as Diamond Photographer of the Year.

FLASH CS3

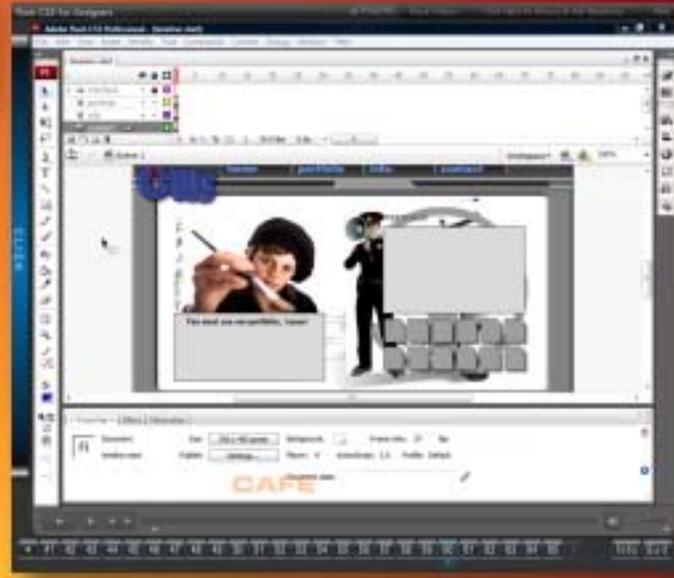
Those of you looking to get started in Flash (or to improve existing skills) will greatly benefit from these two discs from PhotoshopCAFE.

“Flash CS3 for Designers” by seminar trainer Colin Smith is based on his sold-out, multi-city Flash CS3 Summercamp tour. The DVD contains approximately 7 hours and 45 minutes of video instruction as well as all the lesson files, Flash files, videos, sounds and photos needed to follow along. Part 1 concentrates on Workspace, Drawing and Animation, while Part 2 covers Multimedia and ActionScript.

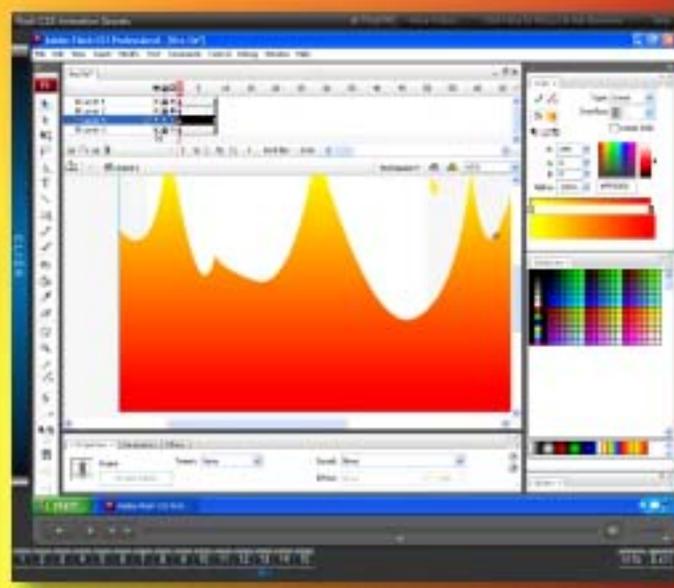
The “Flash CS3 Animation Secrets” CD (also available for download) is presented by Chris Georgenes, a working animation expert. Chris spent six years as Director of Creative Development for Soup2nuts, art-directed many animated TV shows and created various high profile projects.

Over the course of 80 minutes of video, Chris covers motion, animated shadows, sound, motion blur, panning and zooming, looping, lipsyncing, the walk cycle, fire and smoke, rain and other effects. All the lesson files are included.

www.plugsandpixels.com/pscaflashdesigners.html
www.plugsandpixels.com/pscaflashanimation.html



Flash for Designers (above); Animation Secrets (below)

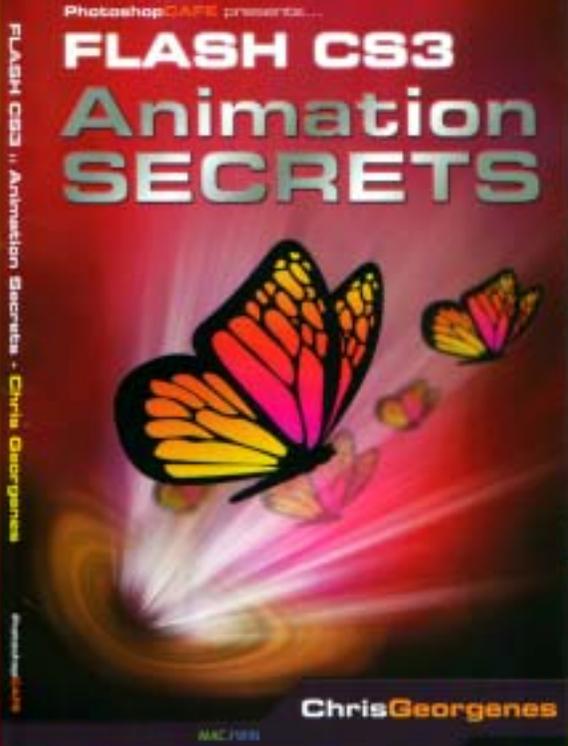




PhotoshopCAFE

FLASH CS3 for Designers

Intensive Flash Crash-Course



ColinSmith

FL

ChrisGeorgenes

closing artwork

Created with: LucisArt, onOne
PhotoTools Pro and PhotoFrame

Photo and artwork by:
Mike Bedford

